Dear SolarWinds Partners:

We have created this quick sales guide for our partners to help you easily sell SolarWinds’ products. This guide contains information you need to speak with your customers about SolarWinds.

SolarWinds is the perfect add-on to your existing and future infrastructure projects. From hardware and data centers to database management, SolarWinds allows you to create a complete solution for your customer.

Contact us at reseller@solarwinds.com for support.

Thank you for being a SolarWinds partner!

New Opportunity
I have a new opportunity. How do I register a deal?

Gather Account Details
• Customer name and location.
• End-user name and email address.
• Products of interest.
• Procurement contact, email, and phone number.
• Provide Build of Materials (BOM), if available.
• Is the customer evaluating any other vendors?
• Is there budget to make a purchase, assuming we have a solution that meets their needs?
• Distributor for quote.

Contact Us
Please use our team contact information:
• reseller@solarwinds.com
Toll free
• t: + 353 21 5002900

Additional Resources
• Partner Demo: http://oriondemo.solarwinds.com
• Partner Portal: http://www.solarwinds.com/partners/
• Demo Videos: http://demo.solarwinds.com/sedemo/
SolarWinds Product Overview

Network Management Software and Network Tools
Network performance management software that gives you the power to monitor and manage your network.
• Performance monitoring
• Bandwidth analysis
• IP address management
• VoIP monitoring
• Troubleshooting tools
• Manage configurations
• Switch port management
• Network mapping

Systems Management
Manage, monitor, and troubleshoot application performance and availability, and correlate across the application stack.
• Application performance and server health
• Web app user experience
• App-centric dependency dashboard
• Storage capacity and performance
• Virtualization optimization
• Asset life cycle management

Database Management Software
Performance Monitoring, Analysis and Tuning.
• Expert tuning advisors
• Monitor all databases
• Monitor active sessions
• Scalable and agentless
• Orion® Platform integration
• Multi-Dimensional Database Performance Analysis™

IT Security Software
Powerful, affordable, and easy-to-use solutions to make everything in IT more secure.
• Configuration and change management
• Compliance automation
• Real-time remediation
• Centralized patch management
• Log management
• Device tracking and port

SolarWinds Value Proposition
SolarWinds has over 28 easy-to-use products for IT management, so there is great potential in cross-sell, up-sell, as well as account penetration. For a current list of products and free trial downloads, visit: www.solarwinds.com/downloads

Network Management: Network Performance Monitor • Network Bandwidth Analyzer Pack • NetFlow Traffic Analyzer • Network Configuration Manager • IP Control Bundle • IP Address Manager • User Device Tracker • VoIP & Network Quality Manager
System Management: Server & Application Monitor • Virtualization Manager • Storage Resource Monitor • Web Performance Monitor Security Information & Event Management: Log & Event Manager
Database Management: Database Performance Analyzer for SQL Server®, MySQL®, or Oracle® SE • Database Performance Analyzer for Oracle EE, DB2®, or SAP® ASE
IT Help Desk: Web Help Desk® • DameWare® Remote Support • DameWare Mini Remote Control • Mobile Admin®

Why do customers choose SolarWinds? Here are a few reasons:
• Multi-vendor support
• Our software is powerful, affordable, and easy to use
• Typically installs in less than an hour with a small server and network footprint
• Easily scales from small office deployments to enterprise level with ease
• Includes monitoring and management of all your devices within a single pane of glass
Network Performance Monitor (NPM)

NPM Qualifying Questions
• How are you currently monitoring your network infrastructure?
• Do you get alerts when problems arise or hardware fails?
• Do you lose visibility of services when they leave your internal network?
• Do you have a map or visualization of your network?
• Do you want one interface for all end to end monitoring?
• Do you receive syslog or trap messages from your device?
• How do you currently monitor your network for 24/7 availability?

What does Network Performance Monitor do?
It detects, diagnoses, and resolves network performance issues with real-time views and dashboards that enable you to visually track network performance at a glance.

NPM hooks
• Network availability and performance monitoring
• Multi-vendor support
• Customizable features and reporting
• Automated device discovery
• Custom network maps
• Intelligent alerting
• Wireless monitoring

Reduce network outages with affordable, easy-to-use network monitoring software
• Simplifies detection, diagnosis, and resolution of network issues before outages occur
• With NetPath™, you can troubleshoot the performance of your critical network paths, whether on-premises, cloud, or hybrid networks
• The PerfStack dashboard visually correlates your network data by time
• Tracks response time, availability, and uptime of routers and switches
• Add NTA to monitor bandwidth performance and traffic patterns
• Shows performance statistics via dynamic, drillable network maps
• Includes out-of-the-box dashboards, alerts, reports, and expert guidance on what to monitor and how
• Automatically discovers SNMP-enabled network devices and typically deploys in less than an hour
• End-user quality of experience with packet capture and analysis

Licensing
NPM is licensed in tiers of capacity: SL100, SL250, SL500, SL2K, SLX
Capacity required is determined by the largest element type between nodes, interfaces, and volumes.
NetFlow Traffic Analyzer (NTA)

NTA Qualifying Questions
• Do you need to monitor network traffic and bandwidth?
• Do you need to see why the network is slow?
• Do you have a flow-capable device?
• Do you need to see who is using your bandwidth?
• Do you need to know which users and applications are using the most bandwidth?

What Does NetFlow Traffic Analyzer Do?
It captures data from continuous streams of network traffic and converts those raw numbers into easy-to-interpret charts and tables that quantify exactly how the network is being used, by whom, and for what purpose.

NTA hooks
• Who, what, where and when
• Find the bandwidth hogs
• Plan for, or validate the need for additional capacity
• Analyze WAN utilization and CBQoS
• Alert with top talker information
• Dive into network traffic/conversations
• Enterprise-wide traffic summary
• Personalized traffic views

Network traffic analyzer and bandwidth monitoring
• Monitors network bandwidth and traffic patterns down to the interface level
• Identifies which users, applications, and protocols are consuming the most bandwidth
• The PerfStack™ dashboard visually correlates your network data by time
• Highlights the IP addresses of top talkers
• Explores historical IP flow conversations with up to one-minute granularity
• Analyzes Cisco® NetFlow, Juniper® J-Flow™, IPFIX, sFlow®, Huawei® NetStream™, other flow data

Licensing
• NTA installation REQUIRES a valid NPM installation
• NTA licensing MUST MATCH NPM licensing; upgrades must also match
Network Configuration Manager (NCM)

NCM Qualifying Questions
• Are you responsible for managing the configurations of your network devices?
• If so, how are you currently doing this? Do you have to do it manually?
• Would you like to make and verify wide-scale configuration changes in minutes rather than days or weeks?
• How many network devices do you need to manage in your environment?
• Do you know who is making changes to your network devices?
• Do you have any kind of compliance reporting or internal audits?
• Do you have the ability to search your configurations?

What Does Network Configuration Manager Do?
Provides you with automated network configuration and compliance management.

NCM hooks
• Automates network config backups and compliance reporting
• Bulk configuration changes
• Detects and reports on config policy violations
• Easily update Cisco IOS® devices with our firmware upgrade wizard
• Real-time change detection
• Multi-vendor support
• Stand-alone or integrated with the Orion platform
• Inventory reporting and IT asset management

Automated network configuration, change management, and compliance
• Enables bulk change deployment to thousands of devices
• Performs automatic, scheduled network configuration backups
• Protects against unauthorized and erroneous network changes
• Detects and reports on network compliance policy violations
• Provides real-time network inventory and asset service management
• Leverages the National Vulnerability Database to automate network vulnerability detection and security policy enforcement
• Out-of-the-box NIST/FISMA and DISA STIG compliance reporting

Licensing
• NCM is licensed in tiers of capacity: DL50, DL100, DL200, DL500, more
• Capacity required is by a simple NODE count
Server & Application Monitor (SAM)

SAM Qualifying Questions
• Do you frequently encounter slow applications and servers in your IT environment?
• Which business-critical applications often face downtime/outages in your environment?
• Are you able to pinpoint where the application issue originated, and visually correlate system and network data to fix it?
• Do you spend too much time and manual effort diagnosing and determining the cause of issues, instead of troubleshooting and fixing them?

What Does Server & Application Monitor Do?
Performance and availability monitoring, alerting, and reporting for applications and servers.

SAM hooks
• Hardware health monitoring
• Real-time process exploring
• Application discovery script monitoring
• Customizable app monitoring templates
• Trend, capacity, and performance dashboards
• Includes cloud monitoring for AWS®

Server and application monitoring made simple
• Application monitoring for all components—servers, virtual layer, and 150+ applications, such as SQL Server®, IIS™, Exchange™, and Active Directory®
• Easily customize alerts, reports, and dashboards for your enterprise-wide needs
• Use baseline to compare application performance and alert when apps start having issues
• Great value for money—monitoring, reporting, alerting, and asset inventory in one product
• Easy server monitoring software for collaborating across server, web, database, and application teams

Licensing
• SAM is licensed in tiers of capacity: AL150, AL300, AL700, more
• Capacity required is determined by TWO factors; nodes and component monitors (port, processes, services, other monitor types)
• Select which capacity best applies to the user's needs; simple node monitoring, or in-depth application monitoring
• 20 monitors per critical server, 10 monitors per non-critical server

Supported vendors: www.solarwinds.com/server-application-monitor/supported-vendors

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Virtualization Manager (VMAN)

VMAN Qualifying Questions
• Do you need complete visibility of your virtual environment (VMware® and Hyper-V®) to troubleshoot issues faster?
• Do you know where to start solving active performance issues and how to prevent future issues from occurring?
• Do you suspect most of your VM resources are under-utilized or over-utilized and want to put a control check?
• Wish to remediate VMware or Hyper-V issues from monitoring tool without actually logging into vCenter™?
• Do you want complete visibility to systems and network metrics to quickly identify issues?

What Does Virtualization Manager Do?
Virtualization Manager helps you proactively monitor and analyze virtualization-specific performance problems.

VMAN hooks
• Monitors CPU, memory and network capitalization of VMs and hosts
• If you have a lot of VM’s and need deeper performance monitoring, tracking of VM sprawl and capacity planning, then check out our full Virtualization Manager product

Virtualization management — From VM to storage
• Real-time dashboards identify and troubleshoot performance, capacity, and configuration problems for VMware and Hyper-V
• Actionable intelligence, provides recommendations to resolve and prevent performance problems
• Identifies VM sprawl, helps reclaim and optimize space, and helps reduce licensing costs
• Integration with SAM provides visibility of the application stack—from app to VM to data store
• All the functionality and more of other leading VM tools—generally at a fraction of the cost
• Easy to download, deploy, and use—typically start monitoring VMs in less than an hour
• Robust management actions, including power options, create/delete snapshots, change CPU/memory, migrate host/storage

Licensing
• VMAN is licensed in tiers of capacity: VM8, VM16, VM32, more
• Capacity required is determined by the number of populated CPU sockets (not cores)
Storage Resource Monitor (SRM)

SRM Qualifying Questions
- Do you find it difficult to manage between multiple storage vendor tools to monitor storage array performance?
- Are you unable to accurately predict storage capacity needs that eventually leads to last minute storage purchases?
- Do you feel you are not able to optimize your storage resources and justify new storage investments to management?
- Do you suspect end-user applications are impacted due to storage performance?

Multi-vendor storage performance and capacity monitoring
SRM offers storage monitoring and capacity management and provides deep visibility into the performance of multi-vendor storage arrays and helps closely watch the application stack for storage issues that affect app performance.

SRM hooks
- One multi-vendor view for ALL your storage. See across all of your storage and know how it is configured, where it is allocated, and how much is used
- End-to-end mapping – automated for iSCSI, FC, and NFS connectivity, all in one report
- Reclaim storage – find unallocated LUNs on your arrays and unformatted or underused storage on your servers

SRM at a glance
- Use real-time dashboards to easily identify and troubleshoot performance, capacity, and configuration problems
- Identify VM sprawl, which helps you reclaim and optimize space and performance
- Integrate with Server & Application Monitor to have complete visibility of the application stack—from app to VM to data store—on the Orion interface
- Use baseline thresholds for alerting on performance discrepancies on clusters, hosts, VMs, and data stores
- Eliminate frequent log ins into vCenterTM and take action from within Virtualization Manager

Licenseing
- SRM is licensed in tiers of capacity: SRM25, SRM50, SRM150, SRM300, and more
- Capacity required is determined by the number of physical disks

Database Performance Analyzer (DPA)

Key Qualifying Questions
• Are you experiencing slow application performance and do you suspect the database?
• Are you contemplating hardware investments to improve performance?
• Is everyone (DBAs, developers, QA, network, and storage admins) blaming each other for performance issues because they all have a different perspective of the situation?

What Does Database Performance Analyzer Do?
Analyze and optimize server and application performance based on queries, sessions, servers and storage systems.

DPA hooks
• Database Server performance monitoring for SQL, Oracle, MySQL®, Aurora®, SAP® ASE, and IBM® DB2® LUW
• Isolate root causes by performing multi-dimensional analysis
• Improve end-user application performance
• Deployable on-premises, on VMware®, and in the cloud, including Amazon® AWS® and Azure® VMs
• No agents and no load; less than 1% load on database

Resolve SQL Server performance problems
• Identifies the performance problems most impacting end-user response time
• Integrates with SolarWinds Server & Application Monitor to provide visibility of the application stack—from app to DB to data store
• Isolates root cause in just four clicks
• Illustrates historical trends explaining performance over time
• See a direct correlation between SQL Server response time and VMware resource metrics
• Agentless architecture; install and see results typically in minutes!

Licensing
• DPA is licensed per database instance.
• Select from two versions:
  • DPA for SQL Server or Oracle SE
  • DPA for Oracle EE, DB2 or SAP ASE (Sybase)
• Each version comes with or without VM option
• VM Option can be a standalone SKU, but is best sold as bundle
Log & Event Manager (LEM)

LEM Qualifying Questions

- What (if any) is your current solution for managing logs and events?
- What types of devices do you need to collect logs from? (i.e. Cisco ASA firewall, Windows® servers, desktops, workstations)
- Approximately how many devices do you need to collect logs from in total?
- Do you have any specific requirements around correlating logs and events and enabling active responses to these (i.e. disabling networking on a virus infected workstation)?
- Are you concerned about meeting any specific compliance standards in relation to event log management? (i.e. NIST/FISMA, DISA STIG, RMF)
- Do you have any other general requirements from a log management solution?

What Does Log & Event Manager Do?
Combining real-time log analysis, event correlation, and ad hoc search to deliver the visibility, security, and control you need.

LEM hooks

- Powerful SIEM for the resource-Windows Servers® security pro
- 24/7 Virtual Security Operations Center
- Lower cost of security operations while improving effectiveness
- Help meet compliance requirements with out-of-the-box rules and reports

Powerful SIEM for the resource-constrained security pro

- Gain the power of SIEM without spending a fortune or hiring a team
- Increase security visibility with 24/7 automated monitoring and real-time analysis
- Obtain broader compliance support, stronger security intelligence, and a faster time to respond duration with embedded file integrity monitoring and active response
- Tackle compliance, security, and insider threats with expertly developed, pre-packaged templates and automated log management
- Perform rapid root cause analysis with built-in intelligence and strong visualization across networks, systems, applications, and security

Licensing

- LEM is licensed in tiers of capacity: LEM30, LEM50, LEM100, and more
- Capacity required is determined by the number of log sources (devices and systems)
- Workstation licensing also available
Let SolarWinds be your plus-one

Questions to Ask
• What is your role and area of responsibility at your organization?
• What are you using to monitor:
  • Network – switches, routers, firewalls
  • Servers and Applications (SQL Server, IIS, Exchange, Active Directory)
  • Database performance (SQL Server, Oracle, DB2, SAP ASE, MySQL)
  • Virtual environments (VMware, Hyper-V)
• Backend storage
• Log management
• Is your current vendor solution giving you everything you need?
• What are your biggest IT monitoring and management challenges?
• How is your organization making out on its IT Consolidation initiatives?
• Are you using multiple vendor products to monitor your IT environment?
• How do you handle remote support and help desk ticketing?
• How much time do you spend diagnosing and resolving issues?
• Would you consider a solution that helps prevent these issues?
• What are your key IT projects and priorities?

Based on responses to the questions above, refer to the product pages of this document for additional questions and sales hooks.

Answer and Next Step
SolarWinds delivers powerful, affordable, and vendor agnostic software, allowing you to effectively and proactively manage any IT resource in your environment.

When is a good time for me to schedule a quick SolarWinds demo?

Contact Us
Please use our team contact information:
reseller@solarwinds.com
Or call
t: +353 21 5002900
Customer Sample Scripts

• Hi ____, this is ____ with ____. I want to reach out to you because I have been speaking with other customers who are facing challenges with monitoring and troubleshooting due to multi-vendor environments. We’re a SolarWinds reseller, and they are offering technical reviews to discuss proactive, vendor-neutral monitoring and management. When would be a convenient time for you to sync up with a SolarWinds specialist?

• Hi ____ this is ____ with ____. We’re a SolarWinds reseller/partner and can help with your deployment and account. Many of my customers benefit from a quick account review with a SolarWinds expert where we can discuss your licensing, latest feature releases and how to round out your solution with additional functionality. We can also address any support needs you may have. When would be a good date and time to schedule a quick call with SolarWinds?

• Hi ____ this is ____ with ____. I’m reaching out because you implemented {insert hardware} with us in the past. I want to discuss how you monitor and manage this hardware, and along with the rest of your infrastructure. As a SolarWinds reseller/partner, we have access to SolarWinds resources, such as engineers who can work with you to customise a vendor-neutral solution. Are you available to speak with a SolarWinds expert on proactive monitoring?